

REMARKS

In the Office Action, the Examiner indicated that claims 1 through 23 are pending in the application and the Examiner rejected all of the claims.

Rejection of Claims 1-23 under 35 U.S.C. §103(a)

On page 2 of the Office Action, the Examiner rejected claims 1-23 under 35 U.S.C. §103(a) as being obvious over U.S. Patent No. 6,408,278 to Carney et al. in view of *Convenience Store News*, by Francella.

The Present Invention

The present invention is directed to a method and system for providing targeted advertising to a group of individuals in public places or public carriers, such as trains, train stations, shopping malls, etc. Particularly, the demographics, purchasing history and/or personal preferences of individuals in a public place or carrier are collected, passively, from communication-enabled personal digital assistants (PDAs) or other communication-enabled wireless communication devices carried by individuals in the public place or public carrier. This data is collected from communication-enabled PDAs carried by a group of individuals who are near an electronic display device for displaying advertisements to the public. The collected data pertaining to the group of individuals is processed and used to select appropriate advertisements that would most likely interest those individuals who are actually present at the time of display (see specification, page 10, line 18), i.e., advertising is displayed that corresponds to individuals who are still in the area. The selected advertisements are displayed

immediately on the electronic display device located in the public place or public carrier so that they can be viewed by one or more of those individuals.

By obtaining the data passively from communication-enabled wireless devices, the individuals from whom the data is being obtained do not need to take any action, i.e., there is no need to push the data to the entity providing the advertising capability. Instead, the data is obtained via the communication-enabled wireless devices, which by their communication-enabled status, allow the advertising entity to pull the data from the wireless devices, often without the individuals even being aware that the data is being collected.

U.S. Patent No. 6,408,278 to Carney et al.

Carney teaches a system and method through which programming content is delivered for display on a network of electronic out-of-home display devices. Demographic data is obtained through a variety of means, and advertising is presented on the display devices based upon the demographic data. The demographic information associated with each display device can be changed based on predicted changes in the target audience as a function of time.

Data is gathered by, for example, the use of kiosks that provide audience members with access to the Internet in exchange for demographic information; through the use of a camera that captures an image of an audience at a given time and processes the image to determine the demographic makeup of the audience; the dispensing of free shopping bags in exchange for demographic information, etc. Of particular relevance to the present examination is the gathering of demographic information based on the transfer of personal demographic information from passersby using cellular telephones, personal digital assistants, and credit

cards, using cellular communications, radio frequency, infrared communications, and magnetic card readers, i.e., the transfer is actively initiated by an act of the passer-by.

Francella (*Convenience Store News*, January 1999)

Francella (*Convenience Store News*, January, 1999) (“Francella”) teaches the active use of RFID tags in a manner that is selective, such as very short range, so as to prevent fraud and ensure high accuracy (e.g., when paying for gas or other products, the customer would not want to be charged for items someone else obtained at a nearby pump or register and the merchant would not want to obtain a corrupted account number to which charges would be made). Francella suggests two uses for RFID tags. The first is as a unique identifier of a person carrying the tag (because the tag is incorporated in a credit card or customer loyalty card, or used to look up the customer’s credit card stored in a database). In this case the RFID is acquired by the customer or given away by the retailer to the customer, because the customer intends to use the RFID to facilitate the customer’s purchases.

Francella’s second use of an RFID is similar, except that the tag is a read/write tag, and information about prior purchases is encoded directly into the tag where it can be read by other retailers when the customer makes subsequent purchases.

The Examiner has not Established a *prima facie* Case of Obviousness

As set forth in the MPEP:

To establish a *prima facie* case of obviousness, there must be some suggestion or motivation, either in the references themselves or in the knowledge generally available to one of ordinary skilled in the art, to modify the reference or to combine reference teachings.

MPEP 2143

Nothing in Carney teaches or suggests the pulling of data from communication-enabled wireless devices, passively with respect to a possessor of the devices, to obtain access to, and the ability to use, highly specific and personal data stored on the wireless device. Likewise, Francella teaches only active use of an RFID tag for providing information. Each description of Francella talks about the customer “swiping” the RFID tag or “waving the keychain transponder” or other similar active techniques for providing the information to the vendor.

By contrast, the present invention requires no such action on behalf of the possessor of the communication-enabled wireless communication device. Rather, the user's device is already transmitting this data, whether the user takes any affirmative action or not. Simply by being in the proximity of the receiver, the data of the customer is received by the collector of the data. Nothing in either Francella or Carney teach or suggest the obtaining of data passively in the manner claimed.

Of equal importance, nothing in Francella or Carney teach or suggest the claimed display of advertising content by taking into consideration the users who are in the area at the time the advertising is displayed (“selecting advertisements to be displayed based on the collected group data for communication-enabled wireless devices present in the advertising area at the time of display”). In the case of both Carney and Francella, the data collector collects the data (based on the active steps performed by the possessor of the RFID information) and the possessor can then walk away and not be within the area of any advertising display, yet the advertising based upon that now-absent possessor would be displayed anyway. By contrast, the present invention will only display advertising based on

the real-time analysis of devices that are in the area at the time the advertisement is being displayed. This has the added advantage of assuring that the advertising being displayed will have a high likelihood of being relevant to possessors of devices that are actually in the area, and not based on data collected from possessors who are no longer there.

Each of the above-identified differences are specifically claimed in the present invention. Thus, the combination of Carney and Francella suggested by the Examiner does not render the claimed invention obvious. Accordingly, the Examiner is respectfully requested to reconsider and withdraw the rejection of claims 1-23 under 35 USC §103.

Conclusion

The present invention is not taught or suggested by the prior art. Accordingly, the Examiner is respectfully requested to reconsider and withdraw the rejection of the claims. An early Notice of Allowance is earnestly solicited.

The Commissioner is hereby authorized to charge any fees associated with this communication to Deposit Account No. 09-0461.

Respectfully submitted

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Date



Mark D. Simpson, Esquire
Registration No. 32,942

SYNNESTVEDT & LECHNER LLP
2600 ARAMARK Tower
1101 Market Street
Philadelphia, PA 19107
Telephone: (215) 923-4466
Facsimile: (215) 923-2189